



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

كلية الفنون والتصميم  
**FACULTY OF ARTS & DESIGN**



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

## Department of Environmental Design

### **EVD111 History of Design**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 3 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

Through this interactive course the student will explore and examine practices that have shaped the cultures of contemporary art and design. It will also introduce key art historical concepts and methods of analysis and interpretation. The objective is to provide you with a deeper understanding of theories and approaches in the study of art history, and a broad-based knowledge of both pre-modern and modern art, architecture and visual art.

### **EVD112 Engineering Drawing**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Introduction to Engineering Drawing. Technical Drawing – Overview. Orthographic Projection–Multiview Projection; Glass Box Concept; Conventional Practice of Lines; Projections of Lines and Planes. Pictorial Drawing– Axonometric Projection; Oblique Projection; Isometric Projection; Isometric Sketching; Oblique Sketching. Reading an Orthographic Drawing – Analysis by Solids; Analysis by Surfaces; Missing View Problems. Convention Practice in Orthographic Drawing – Alternate Position of Side View; Incomplete View; Aligned View; Enlarged View; Non-Existing Intersection Line; Cylinder Intersection. Introducing AutoCAD–Workspace; Toolbars; Coordinate Systems; Setting Up 2D Drawing Environment; Drawing Tools in AutoCAD; Object

Snap; Modify Tools in AutoCAD; Layers; Orthographic and Isometric in AutoCAD. Sections – Terminology; Cutting Plane; Section Lining; Kind of Sections; Convention Practice in Section View; Aligned Section. Final Project.

### **EVD211 Interior Design Studio I**

**4** Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite ---

This course is an introduction to the profession of interior architecture with an emphasis on problem solving for small residential spaces. Elements and principles of design are explored as well as human factors, colour theory and the art of lighting. Students are introduced to residential space planning, furniture layouts, the development of colour schemes and the selection of finishes, furnishings and materials.

### **EVD212 Human Dimensions in Housing and Interiors**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course discusses the relationship between the user and his surrounding interior environment. It deals with physical and cultural issues. Physically, it studies the measurements and dimensions of the human body (all ages, sexes, different postures) on a comparative basis and their influence on interior spaces and furniture measurements. It also, discourses the implications of socio-cultural and psychological factors that govern different interior furniture layout for various activity performance and the distances between them.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD213 Representation and Rendering Techniques I**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 4 OTH) – SWL = 165 – ECTS = 6

Prerequisite ---

Introduction to furniture rendering. Importance of furniture rendering. Current furniture rendering methods. 2D furniture rendering. 3D furniture rendering. Manual furniture rendering techniques. Furniture rendering using computer software. Computer software used in furniture rendering. Effective presentation of furniture. Latest in furniture rendering Techniques. Final Project

### **EVD214 Engineering Drawing II: Introduction to Cad**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 165 – ECTS = 6

Prerequisite ---

Introduction to Engineering Drawing. Technical Drawing – Overview. Orthographic Projection–Multiview Projection; Glass Box Concept; Conventional Practice of Lines; Projections of Lines and Planes. Pictorial Drawing– Axonometric Projection; Oblique Projection; Isometric Projection; Isometric Sketching; Oblique Sketching. Reading an Orthographic Drawing – Analysis by Solids; Analysis by Surfaces; Missing View Problems. Convention Practice in Orthographic Drawing – Alternate Position of Side View; Incomplete View; Aligned View; Enlarged View; Non-Existing Intersection Line; Cylinder Intersection. Introducing AutoCAD–Workspace; Toolbars; Coordinate Systems; Setting Up 2D Drawing Environment; Drawing Tools in AutoCAD; Object Snap; Modify Tools in AutoCAD; Layers; Orthographic and Isometric in AutoCAD. Sections – Terminology; Cutting Plane; Section Lining; Kind of Sections; Convention Practice in Section View; Aligned Section. Final Project.

### **EVD215 3D Design Visualization Studio**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite ---

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation and concept development. Production techniques and materials. Inspiration, Ideation and concept development. Sketch modelling and presentation models. Working with human measurements, scale and ergonomics. Production drawing. Final Project.

### **EVD216 Interior Design Studio II**

**4** Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite ---

This course reinforces concepts and skills developed in Interior Architecture 1/ Housing. It focuses on solving functional and aesthetical issues of the interior residential environment. It emphasizes on environmental factors, orientation, styles, space planning, lighting, fabrics and furnishing for residential spaces. It also introduces students to some local and international codes and regulations with impact on the design of interior spaces.

### **EVD217 Representation and Rendering Techniques II**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = 195 – ECTS = 6

Prerequisite ---

Introduction to three-dimensional drawing of furniture. Techniques of drawing and concept development. Sketching with three-dimensional models. Mock-ups and prototypes for furniture. Computer software used in 3d drawing furniture. Basics of 3D computer simulation. Develop



design concept by 3d drawing. Communicate design concepts by 3d drawing. Application of 3d articulation of Furniture in innovative designs. Final Project.

### **EVD218 Materials of Interior Design**

**2** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **0** OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - -

Technology of materials discusses the types, characteristics and techniques used in furnishing and cladding interiors. It presents the details of design and quality of the material according to the required ambiance and/ or the level of thermal comfort. It focuses on concrete, masonry materials, wood, marble, ceramics and recycled materials. It teaches students the art of making the appropriate selection of material and method of execution that is applicable to the design considering the functional, aesthetical and economic factors.

### **EVD219 History of Interior Design I**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **3** OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

This course is a historical study of interior architecture and furnishings from ancient times until the nineteenth century. Topics are woven together from cave dwellings and temple architecture, through Gothic cathedrals and renaissance palaces, to the grand civic spaces of the nineteenth century. Movements, styles, and traditions are chronologically explored in Europe and the Islamic world. The evolution of interior design is presented in the context of the social, political, and technological developments of the time.

### **EVD221 Creative Thinking**

**2** Cr. Hrs. = ( **1** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **135** – ECTS = **4**

Prerequisite - - -

This course aims to Develop student's creative problem-solving skills and enhance them through practice. It focuses on the art and science of creative thinking, introduces the fundamental principles and methods of creative behavior to develop personal creativity.

### **EVD222 Furniture Design Studio I**

**4** Cr. Hrs. = ( **1** LCT + **2** TUT + **2** LAB + **4** OTH) – SWL = **255** – ECTS = **8**

Prerequisite - - -

Introduction to furniture. Skills and techniques for furniture design. Innovative furniture concepts. Sketching and drawing of furniture. Color Theories. Simple hand-tools techniques. Basic woodworking Machinery. Materials and processes of furniture design. Exercises in sketching, model-making, and various design strategies. A project of two substantial products.

### **EVD223 Furniture Working Details I**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **165** – ECTS = **6**

Prerequisite - - -

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an advanced phase dealing with the interior architecture detailing of specialty buildings: (flooring, ceiling, walls, aperture and doors and other details pertaining to the project).



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD224 Furniture Materials I**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Introduction: Course introduction: scope of work, methodologies, materials, processes and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. Final Project.

### **EVD226 Furniture Construction I**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 6 OTH) – SWL = **225** – ECTS = **8**

Prerequisite ---

The course: model construction of interiors, develops the student's technical and aesthetic abilities using a wide variety of processes and materials to answer challenging briefs. It is an overview of model types and an introduction to basic construction methods, model materials, tools and equipment. It is a practical learning process of transforming 2D interior architectural drawings in 3D models.

### **EVD227 Furniture Design Studio II**

**4** Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite ---

Course overview/ introductions. Present and explore the development of concept. Design Development through drawing and model making. Introduction to materials. Documentation of ideas in 2 and 3D using Sketch-Up or manually. Build a model. Workshopping project. Furniture design - Contemporary overview, photographing work, evolution of a project through a complete design process and design development phases and final display.

### **EVD231 Ergonomics I**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = **165** – ECTS = **6**

Prerequisite **MAD121MAD122PHY111MAD221**

Requirements when designing furniture. Physical and social contexts of use. Anthropometric information. The use of anthropometric information in furniture design. Methods of research into human factors. Implementation of ergonomics and human factors in furniture designs. A project of one substantial products.

### **EVD233 Design Theories**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course combines lectures, discussion, and appropriate visual material to introduce students to theories, principles, and techniques that assist in solving visual problems. The course will focus on communication, semiotic and perception theory as they relate to practice in the Design profession. The course will focus on philosophical and practice-based theories associated with modernity; commodity culture; semiotics; visual communication; authorship; subjectivity; disruption and resistance; post-modernism. Particular attention will be paid to how philosophical schools of thought have shaped and been shaped by the discipline of design.

### **EVD235 Manual Colouring and Rendering**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 4 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

This course covers the basic colour theory. It instructs students of the interior architecture considerations in colour design such as colour attributes and temperature, setting the emotional tone, focusing or





diverting attention, visually reshaping or unifying a space. It also teaches inter-activeness of colour relationship, colour hierarchy and proportions, harmony, contrast; monochromatic, analogous and complementary schemes. Students understand colour effects: visually, psychologically, physiologically and symbolically; they also develop colour vocabulary and they become proficient in colour mixing and its use for interior architecture design.

### **EVD236 Design Studio I**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course introduces students to the theory of light (natural and artificial), its physical properties, its psychological effect on humans. It also teaches them light's process and practice in terms of principles, of space function, of ambient and/ or accent lighting. It covers lighting terminology, perception, general design strategies. It presents a thorough examination of the latest advances in lighting technology and practice together with the newest light sources, fixtures, and systems.

### **EVD237 Materials Technology II**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **2** LAB + **0** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Technology of materials discusses the types, characteristics and techniques used in furnishing and cladding interiors. It presents the details of design and quality of the material according to the required ambiance and/ or the level of thermal comfort. It focuses on concrete, masonry materials, wood, marble, ceramics and recycled materials. It teaches students the art of making the appropriate selection of material and method of execution that is applicable to the design considering the functional, aesthetical and economic factors.

### **EVD238 Digital Colouring and Rendering**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **4** LAB + **0** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Introduction to furniture rendering. Importance of furniture rendering. Current furniture rendering methods. 2D furniture rendering. 3D furniture rendering. Manual furniture rendering techniques. Furniture rendering using computer software. Computer software used in furniture rendering. Effective presentation of furniture. Latest in furniture rendering Techniques. Final Project.

### **EVD239 Id Graphics I**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

This course gives a comprehensive information about CAD system and Autodesk Co. It explores program interface, discusses commands and sub commands. It gives a general preview for help system – how to control the drawing interface (Zoom – Pan – mouse navigation). In this first part, it teaches to draw simple design using (Line – Circle – Arc – Polygon) command. Understand modification tools (Move – Rotate – Copy); then complex designs. It also demonstrates how AutoCAD facilitates geometric pattern designs, the drawings using layer, colour and line types.

### **EVD311 Interior Design Studio Iii**

**4** Cr. Hrs. = ( **1** LCT + **0** TUT + **4** LAB + **4** OTH) – SWL = **255** – ECTS = **8**

Prerequisite ---

This course focuses on solving functional and aesthetical issues of several types of commercial and office simple interior architecture. It emphasizes on environmental factors, orientation, styles, space



planning, circulation, lighting, fabrics and furnishing for such spaces. It also introduces students to some local and international codes and regulations with impact on the design of simple commercial and office interior spaces. Sketching and drafting techniques are reinforced through furnished plans, sectional elevations, perspectives. Computer aided drafting skills are incorporated in the design.

### **EVD312 Building Construction and Materials**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite ---

This course equips students to identify the different construction methods either wooden or iron or with the latest materials and techniques. It also helps to support the student's ability to understand how to apply scenic construction methods for the theatre, especially works that require structural knowledge. Lecture, (studio + workshop) based tutorial, stage construction design projects, field trips to theatre plays under construction, Reading-based analytic reports and students' presentation.

### **EVD313 Environmental Control**

**2** Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **135** – ECTS = **4**

Prerequisite ---

This course explores the various components of a building and the sequence of construction in different types of spaces and how various building systems—environmental control systems—involving water supply, waste water treatment, plumbing, space-heating, air-conditioning, ventilation, electrical, vertical transportation, noise control and acoustic concerns are designed and integrated into the building shell so student can effectively design safe, healthy and suitable environments for human activity.

### **EVD314 History of Interior Design II**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 3 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

Overview/ Introduction to the history of furniture (Neolithic, Ancient Egyptian, Ancient Greek, Medieval, Renaissance, Jacobean, Colonial, Rococo, Revival, Art Nouveau, Bauhaus, Art Deco, Modern. Features of furniture from periods and styles. The development and evolution of period furniture both religious and domestic. The influence of technology on furniture from specific periods. The influence of historical styles and technology on contemporary furniture and design. Application of acquired knowledge and vocabulary to analyze the influence of historical styles and technology on contemporary furniture and design. Final Project.

### **EVD315 Working Details I**

**3** Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an introduction to residential interior architecture detailing of flooring, ceiling and walls, of aperture and doors.

### **EVD316 Interior Design Studio Iv**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite ---

This course focuses on solving functional and aesthetical issues of several types of educational and healthcare facilities. It follows the



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

theme of sustainability in design and emphasizes on environmental factors, orientation, styles, space planning, circulation, lighting, covering materials, fabrics and furnishing for such spaces. It also introduces spatial codes for institutional space requirements and the different aspects of security issues. It teaches students to prepare appropriate design concepts according to circumstantial issues.

### **EVD317 Working Details II**

**3** Cr. Hrs. = ( **1** LCT + **2** TUT + **0** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an advanced phase dealing with the interior architecture detailing of specialty buildings: (flooring, ceiling, walls, aperture and doors and other details pertaining to the project).

### **EVD318 Furniture Design**

**4** Cr. Hrs. = ( **2** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **210** – ECTS = **8**

Prerequisite - - -

This course focuses on solving functional and aesthetical issues of several types of commercial and office simple interior architecture. It emphasizes on environmental factors, orientation, styles, space planning, circulation, lighting, fabrics and furnishing for such spaces. It also introduces students to some local and international codes and regulations with impact on the design of simple commercial and office interior spaces. Sketching and drafting techniques are reinforced through furnished plans, sectional elevations, perspectives. Computer aided drafting skills are incorporated in the design.

### **EVD319 Furniture Details and Construction**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an introduction to residential interior architecture detailing of flooring, ceiling and walls, of aperture and doors.

### **EVD321 Furniture Design Studio Iii**

**4** Cr. Hrs. = ( **1** LCT + **0** TUT + **4** LAB + **4** OTH) – SWL = **255** – ECTS = **8**

Prerequisite - - -

Course overview/ introductions. Present and explore the development of concept. Design Development through drawing and model making. Introduction to materials. Documentation of ideas in 2D and 3D by computer. Build a full-scale model. Workshopping project. Furniture design - Contemporary overview, photographing work, evolution of a project through a complete design process and design development phases and final display. Final Project.

### **EVD322 Furniture Materials II**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course contextualizes the interior as interpreted by philosophers such as Henri Lefebvre (interior space is an economically and cultural product), Gaston Bachelard (phenomenology), Jasmine Rault's definition of "sapphic modernity", Henry Urbach' analysis of the social and physical implication of interior objects and George Wagner's





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

importance of technology. In sum, this course focuses on a practice that is interrogative, discursive and experimental.

### **EVD323 Furniture Construction II**

4 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 240 – ECTS = 8

Prerequisite - - -

The course: model construction of interiors, develops the student's technical and aesthetic abilities using a wide variety of processes and materials to answer challenging briefs. It is an overview of model types and an introduction to basic construction methods, model materials, tools and equipment. It is a practical learning process of transforming 2D interior architectural drawings in 3D models.

### **EVD324 History of Styles I**

3 Cr. Hrs. = (2 LCT + 0 TUT + 3 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

This course is an in-depth study of period styles of interior architecture pertaining to the most influential phases and countries throughout the centuries such as the ancient Egyptian, the Greek and Roman in the ancient world, the Renaissance in Europe, the mid-nineteenth and the twentieth century until today in Europe, the USA and in Egypt.

### **EVD325 Furniture Working Details I**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an advanced phase dealing with the interior architecture detailing of specialty buildings:

(flooring, ceiling, walls, aperture and doors and other details pertaining to the project).

### **EVD326 Furniture Design Studio Iv**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite - - -

This course focuses on solving functional and aesthetical issues of several types of educational and healthcare facilities. It follows the theme of sustainability in design and emphasizes on environmental factors, orientation, styles, space planning, circulation, lighting, covering materials, fabrics and furnishing for such spaces. It also introduces spatial codes for institutional space requirements and the different aspects of security issues. It teaches students to prepare appropriate design concepts according to circumstantial issues.

### **EVD327 Contemporary Design in Furniture**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite - - -

This theoretical course encompasses new trends in interior architecture design to forecasting future trends. It focuses on the development of self-reflection, analysis and research on the latest architectural projects, museum shows, artist's exhibition at the local and global levels considering current events. It works with the consumer/ public facing' media and activates the creative thinking process of the designer of interior architecture; it allows him/ her to familiarize with markets' dynamics and the different aspects of other forms of related art.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD328 History of Styles II**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course is a comprehensive introduction to the History of Art and Architecture, architectural heritage, and visual culture. - It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. - It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and presentation.

### **EVD329 Furniture Painting Techniques I**

**2** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **0** OTH) – SWL = **120** – ECTS = **4**

Prerequisite ---

Introduction to Engineering Drawing. Technical Drawing – Overview. Orthographic Projection–Multiview Projection; Glass Box Concept; Conventional Practice of Lines; Projections of Lines and Planes. Pictorial Drawing– Axonometric Projection; Oblique Projection; Isometric Projection; Isometric Sketching; Oblique Sketching. Reading an Orthographic Drawing – Analysis by Solids; Analysis by Surfaces; Missing View Problems. Convention Practice in Orthographic Drawing – Alternate Position of Side View; Incomplete View; Aligned View; Enlarged View; Non-Existing Intersection Line; Cylinder Intersection. Introducing AutoCAD–Workspace; Toolbars; Coordinate Systems; Setting Up 2D Drawing Environment; Drawing Tools in AutoCAD; Object Snap; Modify Tools in AutoCAD; Layers; Orthographic and Isometric in AutoCAD. Sections – Terminology; Cutting Plane; Section Lining; Kind of Sections; Convention Practice in Section View; Aligned Section. Final Project.

### **EVD331 Design Studio II**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

Introduction. Elements & Principles of Design. Element of Line & Principle of Rhythm. Element of Shape, Space and Principle of Balance. Element of Color Value, and Principle of Pattern and Proportion. Element of Texture & Principle of Unity & Variety. Time, Chance, Motion. Spatial Illusion / Depth Cues. Final Project.

### **EVD332 System Design**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course teaches students to establish a complete tendering package as applied in interior architecture projects. it explores the various components necessary to present and clearly illustrate the various types of tender documents used in the profession. It also instills in them the basic knowledge of profession ethics that they will carry on through the remainder of their interior architecture career.

### **EVD333 Id Graphics II**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course is more advanced in CAD system and Autodesk Co. It explores the more complicated and specific programs such as Sketch-UP. Autodesk 3Ds Max. Auto desk Revit to obtain 3D interiors with lines, with colour and textures, also using the different light exposures.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD334 History of Industrial Design**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite ---

This course is a comprehensive introduction to the History of Art and Architecture, architectural heritage, and visual culture through Roman and Byzantine Empires, Early Christian and Jewish visual culture, as well as Christian art, architecture from Ethiopia and Islamic art. It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. - It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and presentation.

### **EVD335 3D Modelling Design and Rapid Prototype**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basic. D rendering tools and techniques including: surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including ray-tracing. Students will also learn the importance of file backup and management.

### **EVD336 Design Studio Iii**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation and concept development. Production techniques and materials. Inspiration, Ideation and concept development. Sketch modelling and presentation models. Working with human measurements, scale and ergonomics. Production drawing. Final Project.

### **EVD337 Interactive Design**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Fundamental web concepts in regards to various web devices. Engage in web production by constructing pages using HTML, CSS, & JavaScript. Synthesize complex interactive based projects that exhibit both complete construction, functionality and an understanding of user experiences. Examine the potential of the “art & design process” in developing complex digital media experiences. Evaluate the role of the visual communicator and other key roles in the design and development processes as it applies to the role of an interactive designer. Demonstrate a deeper awareness of software/tools and design knowledge/thinking relevant to visual communication practice.

**EVD338 Mechanical Engineering Drawing**

3 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

In the tutorial these contents will be covered: Introduction to Machine parts and assembly drawing, Types of threaded fasteners and washers, Internal and external Thread Standards, definitions and drawings, Bearing drawings, types of fittings, Fits and Tolerances, Geometrical Tolerances, Surface Finish. Exercises on assembly drawings such as: crane hook, stuffing box, valves, grinding wheel drive, worm and worm gear, machine vice, hand press, transmission shaft, ..., etc. In the Lab. These contents will be covered: Introduction to solid modeling on a CAD software such as Solid-works, Inventor, or any other CAD, Sketcher workbench, Solid work-features: applied features, pattern features, fillets, design tables. 3D Modeling techniques; 3D Part design, Parametric part design. 3D Assembly. 3D animation. Drafting and 2D drawings: basics, cross sections, dimensions, fits and tolerance. Sheet metal design; Weldment features.

**EVD339 Economics and Design Management**

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This course is a comprehensive introduction to the technology of interior architecture finishing such as different types of finishes for each material including paints, wallcoverings, the use of fabrics for different shapes of window curtains. The student will learn about the safety protocols and the use of tools. He/ she will get acquainted to surface preparation and finishing methods.

**EVD411 Interior Design Studio V**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite - - -

This course focuses on problem solving functional and aesthetical issues for hospitality and recreational areas. It follows the theme of sustainability and eco-friendly design. It qualifies students to ascertain and apply the socio-cultural and eco-economic sustainable aspects as well as concepts of human factors and dimensions in public buildings interior architecture. Design concept, image, colour and finishes, graphics, building codes, and barrier-free design compliance are emphasized. Architecture and (FF & E) \* design details are within the projects' requirements. \*Furniture, fixtures and equipment.

**EVD412 Contemporary Design in Interiors**

3 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 4 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

Introduction: Course introduction: scope of work, methodologies, materials, processes and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. Final Project.

**EVD413 Graduation Project I**

4 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 4 OTH) – SWL = 240 – ECTS = 8

Prerequisite - - -

This course is the theoretical research study of the graduation project as an essential part of the design process. It reinforces knowledge and skills in providing students with the expertise needed in data gathering, analysis, design programming then reaching a design concept. It qualifies students to identify and apply their knowledge in writing



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

effectively the literature review, the research methodology, and the results of their selected graduation project study.

### **EVD414 Cross Cultural Design**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

This course is a comprehensive introduction to Elements of Cultural Marketing. Environmental analysis. Industry and competitor analysis. Objective setting. Marketing strategies. Market mix components. Implementation and control mechanisms. Practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face seminars and tutorials, online learning and a marketing practice simulation.

### **EVD415 Environmental and Design for Sustainability**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

the nature of health. safety in the workplace. community expectations, safety legislation; procedures for dealing with emergencies; terms hazard, risk, risk assessment, risk management, and an understanding of the procedures for assessing and managing risk; main types of hazard encountered in studios and workshops - chemical, physical, and biological; Importance of controlling risk and how this is done.

### **EVD416 Forecasting and Futuristic Design**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **2** LAB + **0** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course encompasses new trends in interior architecture design such as interactive interiors, virtual environments, cognitive dimensions and nanotechnology. It focuses on the development and advancement

of working methodologies using research, programming prior to design concepts and, activates the creative thinking process of the designer of interior architecture. Results from research are implemented in the design of interior architecture of any type of building. Design concept, image, colour and finishes, graphics, building codes, and barrier-free design compliance are emphasized. Architecture and (FF & E) \* design details are within the projects' requirements. \*Furniture, fixtures and equipment.

### **EVD417 Graduation Project II**

**4** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **4** OTH) – SWL = **240** – ECTS = **8**

Prerequisite - - -

This course represents the final stage of undergraduate interior architecture design. It exploits students' expertise and previous experience throughout their course of study to accomplish their final interior architecture design project – The Graduation Project.

### **EVD418 Business of Design**

**3** Cr. Hrs. = ( **2** LCT + **4** TUT + **0** LAB + **0** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course is a comprehensive introduction to the Design Management. Management principles. New and emerging design management practices. New applied technologies. Project data management. Organizational management. Design appraisal applications.





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD419 Building Systems and Codes**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - -

This course is a comprehensive introduction to the technology of interior architecture finishing such as different types of finishes for each material including paints, wallcoverings, the use of fabrics for different shapes of window curtains. The student will learn about the safety protocols and the use of tools. He/ she will get acquainted to surface preparation and finishing methods.

### **EVD421 Furniture Design Studio V**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite - - -

This course is a study of interior architecture theories that started from the second half of the nineteenth century until the second decade of the third Millennium. Movements in all forms of art were rich and with a fast-changing pace covering Arts and Crafts, Art Nouveau, Modern, Art-Déco, Industrial Design, Late Modern, Postmodern, Deconstruction, Parametric, Futuristic and Cyberecture. The evolution of interior design is presented in the context of socio-political and technological developments thus forming theories to be understood and used in design.

### **EVD422 Graduation Project I**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of

work for portfolio, exhibition and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior Standing, BS Fashion and Textile Design, Textile Design majors ONLY.

### **EVD423 Furniture Painting Techniques II**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - -

This course is a comprehensive introduction to the principals of Traditional Oil Painting, it focuses on the elements, principles and how they interact in achieving the artistic purpose: the elements (line, shape, form, space, colour, texture and value); the principles (balance, emphasis, harmony, movement, pattern, proportion and Scale, repetition, rhythm, movement, harmony, unity, variety, balance, contrast, emphasis, dominance, focal point and proportion. - Learn how to treat the figure, basic geometric shapes, perspective, action and rhythm in the design, articulating both form and volume. - Learn how to use tools and materials, how to think in the perfect way that lead to apply the media of Oil Painting. - Elements of painting. - Colour and tone. - Painting media as: Oil/ Pastel/ Acrylic/ Watercolor/ Ink. - Painting styles: Modernism/ Impressionism/ Abstract styles. - Still life.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD424 Forecasting Furniture Design**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Course introduction: scope of work, methodologies, materials, processes and tools. Analysis of advanced reference projects. Analyze reference piece, de-construct 3d, re-create 2d drawings. Re-construct as a model. Design brainstorming & sketching. Advanced Individual concept design: Identify design drivers/constraints de-fined by use, material, fabrication techniques. Advanced Aspects of fabrication & technologies. Develop design (3d-models, 2d-drawings, cardboard sketch models). Working drawings, plot at full scale: Production sequence within group. Prototypes production and documentation. Finalize project drawings and documentation. Final Project.

### **EVD425 Graduation Project II**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition and participation in industry focused design competitions. Professional design practices and methods including advanced portfolio development concepts and presentation, development of collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment.

### **EVD426 Product Branding**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - -

The course begins with a conceptualization of brand image on a psychological basis, and then elaborates the strategy, tactics and governance that can create and sustain powerful and meaningful brand images. It also provides a detailed examination of the advertising industry strategic communications planners. And focuses on the planning process for an effective Advertising communications campaign and access to the latest trends and tools that are used in advertising industry. The course allows student to expand his ability to approach Advertising from a strategic brand management perspective. It includes the whole advertising process and the emerging trends in a strategic context.

### **EVD428 Projects Management**

**3** Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Design Management course aims to integrate the innovation processes, multidisciplinary decision-making, a human- centered mind set and business strategies, to create effective products and services build successful and meaningful brands. This course allows students to blend way of thinking and methodologies with business management strategies and market value creation. It also covers. The Visual Communication Design Management Process, Strategy, Setting Objectives, Formulating Budgets, and Vehicles Strategy Implementation Assessing Visual Communication Design Effectiveness.

**EVD431 Design Studio Iv**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite - - -

This course represents the final stage of undergraduate Ceramic. It exploits students' expertise and previous experience throughout their course of study to solve any problem in glass design.

**EVD432 Graduation Project 1**

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite - - -

This course is the theoretical research study of the graduation project as an essential part of the design process. It reinforces knowledge and skills in providing students with the expertise needed in data gathering, analysis, design programming then reaching a design concept. It qualifies students to identify and apply their knowledge in writing effectively the literature review, the research methodology, and the results of their selected graduation project study.

**EVD433 Industrial Design Research**

3 Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Design Inquiry I asks students to think critically about and experiment with expanding their toolkit of process and methods in solving large scale problems with innovative solutions. Through discussion sections, students will also be introduced to methods of critical reading and writing as a reflective practice. Topics students will consider and implement include lateral thinking, metaphorical thinking, abductive reasoning, networked thinking, discourse as thought, systems thinking and more. Students in Design must receive a C- to pass the course.

**EVD434 Id Graphics 3 (Cad - Cam)**

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course gives a comprehensive information about CAD system and Autodesk Co. It explores program interface, discusses commands and sub commands. It gives a general preview for help system – how to control the drawing interface (Zoom – Pan – mouse navigation). In this first part, it teaches to draw simple design using (Line – Circle – Arc – Polygon) command. Understand modification tools (Move – Rotate – Copy); then complex designs. It also demonstrates how AutoCAD facilitates geometric pattern designs, the drawings using layer, colour and line types.

**EVD435 Engineering Analysis for Product Design**

3 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Introduction to production strategies. Analyzing manufacturing resources. Emerging manufacturing technologies. Production processes and methods. Marketing, and retail facilities Analyzes. Marketing Strategies. Implementation of resources into work as a designer/artist. Individual projects (finished production ready object in multiples along with supporting marketing materials). Final Project.

**EVD436 Graduation Project II**

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite - - -

This course represents the final stage of undergraduate scenography. It exploits students' expertise and previous experience throughout their course of study to accomplish their final scenography project – The Graduation Project.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **EVD437 Renewable Energies**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course is a comprehensive introduction to the Design Management. Management principles. New and emerging design management practices. New applied technologies. Project data management. Organizational management. Design appraisal applications.

### **EVD438 Projects Management**

**3** Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course introduces the student to the purpose, type and scope of costs and project management. Costs and project management principles and processes are clearly explained through practical examples and their theoretical context. It offers the students a learning opportunity of planning and controlling budget of a project; of estimating, allocating and controlling the costs in a project; of using parametric; the whole process is done using fixed and variable costs. Readings and analytic reports are applied on interior architecture projects.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

## Department of Visual Digital Design

### VDD111 Illustration 1

4 Cr. Hrs. = (1 LCT + 1 TUT + 0 LAB + 6 OTH) – SWL = 240 – ECTS = 8

Prerequisite

This course reveals the artistic, intellectual, and organizational skills and provides a practical and contextual introduction to illustration through a range of approaches to still life, free and creative drawing. It will also introduce the essential knowledge, skills and practice required as a starting point for designers. The course includes a practical exploration of drawing encourages visual experimentation through pencil, colour, tone, line and shape as well as mixed-media.

### VDD112 Design Basics 1

4 Cr. Hrs. = (1 LCT + 1 TUT + 0 LAB + 6 OTH) – SWL = 240 – ECTS = 8

Prerequisite

This course focuses on providing students with a design language through the essential concepts and principles underlying all good design. The course is an essential introduction in design and aims to help student to develop creative methods of thinking and a critical approach to his own work. design principles course is to make students perceptually aware and better able to see visual qualities as well as content and to gain a complete understanding of design principles as a visual language.

### VDD113 Illustration 2

4 Cr. Hrs. = (1 LCT + 1 TUT + 0 LAB + 6 OTH) – SWL = 240 – ECTS = 8

Prerequisite VDD111

This course provides the students with fundamentals of digital illustration to create innovative images and essential skills and practice needed to be able to draw professionally with any digital devices. It is a practical introduction to image-making that includes knowledge and understanding of contemporary illustration, graphic design or visual communication practices and examine how digital illustration communicates through metaphor, symbolism and narrative.

### VDD114 Design Basics 2

4 Cr. Hrs. = (1 LCT + 1 TUT + 0 LAB + 6 OTH) – SWL = 240 – ECTS = 8

Prerequisite VDD112

This course provides the students with the critical thinking skill needed to analyses and evaluate design in a cultural perspective to their view and move their research from the realm of the traditional user-product environment into the cultural context. this master explores design theory in connection with contemporary issues such as identity, sustainability, globalization and multiculturalism. It also includes determining the impact of contemporary visuals on popular culture. Through analytical criticism students will be able to identify cultural problems and contribute through innovative design problem solving.



**VDD211 Typography**

4 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 240 – ECTS = 8

Prerequisite - - -

This course provides essential Knowledge, skills and practice needed to understand, apply and create functional, workable and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combing letterforms and layout design in all forms of information design in digital or/and printed materials, such as; posters, magazines, books and websites.

**VDD212 Visual Communication**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course introduces students to communicate in a creative and innovative perspective through visual imagery. It also provides the students with the concepts, theories, aesthetics and skills of visual communication design. Visual Communication course depends basically on the ability to ideas visualization and visual persuasion.

**VDD213 Design Studio I**

4 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 6 OTH) – SWL = 255 – ECTS = 8

Prerequisite

This course concerns mainly about building brand identity and design assets as tangible elements that will determine how brand is perceived. These elements such as logo, Slogan, patterns, colour schemes and Typography. In addition to communicative tools that convey values, meanings and messages like; Visuals, packaging, design, business cards and paper systems.

**VDD214 Photography**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course provides the student with the basics and principles that enables him to use, edit and manipulate sound effects, voice overs and music to convey certain messages. Sound design course aims to help student to create professional audio-video projects which are entertaining, persuading and fascinating. This includes any normal and day to day sounds that could be edited and manipulated to create a whole new meaning.

**VDD215 Visual Storytelling**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

Visual storytelling course Focuses on the new media and the cultural narratives that shape it, stories appropriate for modern society and how people communicate their story using visuals and digital media such as video, graphics, and photography. It also the art of telling your brand's story using visual media as it can humanize the business, giving the target market a way to relate to the business and their story.

**VDD216 Web Design 1**

3 Cr. Hrs. = (1 LCT + 2 TUT + 4 LAB + 0 OTH) – SWL = 195 – ECTS = 6

Prerequisite **VDD221**

Students will implement techniques of information design to interactive media projects, with consideration of a particular purpose and audience. In this Web Design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video,



animations, rollover effects, backgrounds, and page images. This course will provide in-depth insights in the world of web design and covers from how HTML works to more advanced structures and concepts of web design before finally creating quality layout.

### **VDD221 Design Studio I**

**4** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **6** OTH) – SWL = **255** – ECTS = **8**

Prerequisite ---

This course is about characterization. Character development is the process of creating a character by giving them appearance, personality, mannerism and depth. The course aims to help student to create strong characters for gaming that are enjoyable, interesting, different and memorable enough. The course also includes the naming process as it is a massively important step and how name and another specific features in a character design can support gameplay.

### **VDD222 Interactive Media Arts**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This interdisciplinary course covers the fundamental practices, concepts and applied skills related to the field of interactive media arts, in its present state and provides a deeper understanding of the diversity of current interactive media forms and practices including interface design, applied multimedia and usability refinement. It will enable students to identify appropriate interactive content and the effect of interactive technologies on users' visceral, cognitive, attitudinal, and behavioral levels.

### **VDD224 Sound Design**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This is a practice-oriented course and an introduction to sound editing and sound design. Students are involved in all aspects of sound for film production: original on- set sound recording, post-production sound, dialogue editing, creation of sound effects, sound design, music recording and mixing and final film soundtrack mixing. The course will cover the basics of sound, microphones, and analogue-to-digital conversion. Lectures, readings, and film clips will be used to illustrate the language of film sound, as practiced by film directors, sound designers, and editors. Students will learn to edit sound assignments with Pro Tools and current technologies.

### **VDD311 Digital Media Literacy**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite

Digital media literacy course provides students with the knowledge, skills and practice to become professional communicators in the creative industries. This course focuses in the powerful combination of words, images, and sounds to develop student's ability to analyses, evaluate and create different forms of communicative contents in a digital environment.

### **VDD312 Design Studio II**

**4** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **6** OTH) – SWL = **255** – ECTS = **8**

Prerequisite **VDD213**

Although some of advertising media can be placed today but, the main concept of advertising communications still the same. It is the way of



conveying message that is comprehensive, effective and persuasive targeting specific audiences to achieve brand's marketing objectives. This course provides the student with the basics and principles that enables him to translate the abstract brand values, promises and messages in a visual form. Through digital or/and printed media; posters, billboards, brochures, banners, catalogues, leaflets, Magazine and newspaper ads, the student will learn how to visualize ideas using graphic elements, art directing and execution.

### VDD313 History of Advertising

3 Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 2 OTH) – SWL = 210 – ECTS = 6

Prerequisite

This course provides the student with the key lines in the History of advertising and the main factors that affected it since the Industrial Revolution. It also relates the advertising with the cultural, social and technological changes in the recent past and nowadays. The course covers theoretical frameworks and apply them to specific advertisements.

### VDD314 Information Design and Info Graphics

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course covers the design of all forms of visualizing data and designing information. It provides the students with the theories and principle needed to communicate complex information to a wide range of people with different cultural backgrounds. The course aims to provide students also with basic skills to use simplify, organize and visualize information to be presented through graphic elements, sound and motion in media.

### VDD315 Design Studio Iii

4 Cr. Hrs. = (1 LCT + 0 TUT + 6 LAB + 2 OTH) – SWL = 255 – ECTS = 8

Prerequisite VDD312

This course allows the students to be problem solver in the field of advertising industry using 3D design elements such as ambient media or guerrilla advertising. It provides the students with the techniques and methods to think in an innovative way to create advertisements, benefits from; environment, location and timing. The course focuses on how to attract consumer attention and invite him to participate and interact with the brand in a real world.

### VDD316 Branding and Corporate Identity

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course covers the main concepts of brand building, brand strategy and brand identity. It provides the students with the knowledge needed to understand brand management process and the creative skills required to design corporate identity, marketing materials, and advertising programs. In addition to the importance of digital branding in nowadays marketing concept. It combines design and marketing principles to provide students with insights and practical experience in branding process.

### VDD317 Consumer Psychology

3 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite CTH231

This course introduces the psychological process behind the human decisions and the influence of thoughts, beliefs, feelings and perceptions on consumer behavior and the effect of cultural changes on



shaping consumer psychology. This course also concerns with the processes of selecting, purchasing, using or engaging of products, services, ideas or brands and the methods to satisfy consumer's needs.

### **VDD318 Interactive Advertising**

4 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = 240 – ECTS = 8

Prerequisite **VDD312**

Interactive advertising course refers to online advertising that includes an element of consumer feedback. It goes beyond simple banners using social media, but includes any other approaches to engage the target audience. The course provides students with the skills required to develop two-way communication between brand and customer. The course includes different forms of interactive advertising (augmented reality, mobile applications and interactive videos) that can build relationship between business and its audience.

### **VDD319 Introduction to Marketing**

3 Cr. Hrs. = (1 LCT + 2 TUT + 4 LAB + 0 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

This course focuses on the core concepts and tools in marketing including Market Research and its importance to strategy, brand strategy, positioning, social media, integrated marketing communications. the course also provides opportunities for the practical studies and examines current marketing systems from a managerial point of view.

### **VDD321 Game Prototyping**

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD214**

This course covers the important early stages of digital game

development process from sketch to a fully coded demo. focusing primarily on prototyping to allow student to realize the vision and create a physical way to text out the idea. It includes playable 'sketches' and rapid prototyping; concept refinement, creative direction and concept communication. This course aims to provide the student as a game designer to check how emergent gameplay and artistic design choices affect the design.

### **VDD322 Introduction to Games Development**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

It is an introductory course aims to provide students with an understanding of the basics of game development that includes both design (graphics, animation and sound) and programming. starts with the standard game development tools to create basic games. It also includes formal definitions, terms, visual programming language and the key components of gaming.

### **VDD323 Design Studio II**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite **216**

This course covers the design process of 2D Games animation course and how to create high quality stylized animations for games that will stand up as professional work. It will equip students with the knowledge to create designs and animations for desktop and mobile 2d games, through developing idea, concept and strategy then critical thinking and analysis. It will also enhance their skills in the field of digital art creation using Photoshop.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **VDD324 History of Gaming**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course covers the history of gaming in the 21st century and the relationship between Culture and the evolution of gaming concepts, design and strategy. In addition to the effect of technology in developing and games production. The course will focus specially on the digital age gaming and how the availability of internet, mobiles, communication devices, interactivity, high definition image and screens allowed the gaming industry to rapidly grow and improve.

### **VDD325 Special Effects for Gaming**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

The course special effects are a tech-centric discipline that covers the most common special effects used in gaming from texture to behavior and integration into an alpha stage game level. It also includes how to use Adobe Photoshop®, AfterEffects®, FumeFX and 3ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in a video game. This course is an introduction to game architecture and essential universal programming concepts. It covers the entire 3D game development process (design and programming) starting with idea and strategy, design characters, levels in 3d environments, game progression and implementation. It also includes and adding visual effects such as rendering, lighting, rigging, and compositing techniques.

### **VDD326 Design Studio Iii**

**4** Cr. Hrs. = ( **1** LCT + **0** TUT + **4** LAB + **4** OTH) – SWL = **255** – ECTS = **8**

Prerequisite **VDD323**

This course is an introduction to game architecture and essential universal programming concepts. It covers the entire 3D game development process (design and programming) starting with idea and strategy, design characters, levels in 3d environments, game progression and implementation. It also includes and adding visual effects such as rendering, lighting, rigging, and compositing techniques.

### **VDD327 Game Analysis**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course allows us to understand games better, providing insight into the player-game relationship, the construction of the game and its sociocultural relevance. provides instruction on the basic building blocks of game analysis--examination of context, content and reception, and formal qualities--as well as the vocabulary necessary for talking about 2D and 3Dgames' distinguishing characteristics. provides a variety of exercises and sample analyses, as well as a comprehensive ludography and glossary. providing a true interdisciplinary perspective that draws upon applications from many different areas of study such as management, strategic planning, competitive intelligence, military operations, economics, political science and finance.



**VDD328 Ux Design**

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This course introduces UX Research and UX Design to create games through understanding of user needs, as a reference point to improve game's design and development that could fiercely competitive, interestingly enough to engage directly with the players and shape their experience. Through a deep understanding of people's lives and their cultural background.

**VDD329 Audio-Video Production I**

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite

This course allows students to develop professional skills in video, animation, film, and television pre-production, production, and post-production. Audio video course introduces students to video camera operation, camera stabilization techniques, lighting, scripts and storyboarding, digital imaging, motion graphics software, and, importing/exporting graphics, movies, animations and sound effects into, or out of video editing software. It allows students to use special effects and inserting computer graphics and explore the use of advanced software including Adobe After Effects, final cut and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

**VDD411 Design Studio Iv**

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite **VDD315**

This course provides the student with the skills of radio creatives and

focuses on the commercial radio industry and copywriting. A practical course aims to introduce new generation of radio copywriters who deeply understand the cultural aspects, and has the ability to use language effectively to communicate in an emotional and persuasive level.

**VDD412 Graduation Project I**

4 Cr. Hrs. = (1 LCT + 4 TUT + 2 LAB + 2 OTH) – SWL = 255 – ECTS = 8

Prerequisite

Student should present a professional dissertation and thesis about his own graduation project topic. he needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing an ad campaign for a brand to achieve a specific goal. The dissertation based on mixed research methodology; A primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of customers and how effective messages delivered in the advertisement. After the research, he has to conclude the advertising messages and present a brand creative strategy that includes rebranding plan, redesigning identity and a complete digital advertising campaign.

**VDD413 Advertising Strategies**

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course provides a detailed examination of the advertising industry strategic communications planners. And focuses on the planning process for an effective Advertising communications campaign and access to the latest trends and tools that are used in advertising



industry. The course allows student to expand his ability to approach Advertising from a strategic perspective. It includes the whole advertising process and the emerging trends in a strategic context.

### **VDD414 Social Media Advertising**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite **VDD318**

Social media advertising course is practical approach explaining the available platforms: from Facebook to Twitter, Instagram and YouTube to LinkedIn and the different types of advertising options they offer. This course provides the students with the basic and required knowledge to use social media platforms in the right way for digital branding and to target the most relevant audiences for different ads. It allows the student to be able to launch a complete social media campaign including measurement and management.

### **VDD415 Audio-Video Production II**

**4** Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = **240** – ECTS = **8**

Prerequisite

This course allows students to develop professional skills in video, animation, film, and television pre-production, production, and post-production. Audio video course introduces students to video camera operation, camera stabilization techniques, lighting, scripts and storyboarding, digital imaging, motion graphics software, and, importing/exporting graphics, movies, animations and sound effects into, or out of video editing software. It allows students to use special effects and inserting computer graphics and explore the use of advanced software including Adobe After Effects, final cut and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

### **VDD416 Communication Research Methods**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite

This course provides the student with the basics and principles of social science inquiry and research methods in the field of communication and advertising from various perspectives. It focuses on research process both qualitative and quantitative studies that interpret human behavior. The course aims also to improve the writing skills of the student and his ability to present research problem, Hypotheses and conclusion in an academic article. This course will allow student to benefit from marketing research and be able to identify design problems and suggest workable solutions on scientific and creative bases.

### **VDD417 Graduation Project II**

**4** Cr. Hrs. = (1 LCT + 4 TUT + 2 LAB + 2 OTH) – SWL = **255** – ECTS = **8**

Prerequisite **VDD412**

For graduation requirements, students will have to develop an integrated digital advertising campaign; including designing brand identity (logo, color schemes, typography and creative communication materials), 2d advertising design (posters, magazine ads, brochure, web design and internet banners), 3D advertising (packaging, displays, ambient and interactive ads) in addition to radio and audio video advertising. Student should also design a complete presentation to explain his project and justify his point of view.



### VDD418 Integrated Advertising

3 Cr. Hrs. = (2 LCT + 1 TUT + 2 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite VDD413

This course aims to give students a better understanding of contemporary design thinking and integrated communications. It gives student practical skills in developing and managing advertising ideas. An integrated advertising strategy involve choosing different media platforms that reinforce and complement one another. It allows the students understanding of all the interactions among and between all media forms and how to think critically in an integrated why during the design process.

### VDD421 Design Studio Iv

4 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite VDD326

This course provides the student with the basic knowledge and skills to create advanced digital multiplayer games. It will allow him to communicate and synchronize with a game server different players at the same time, including online communications to make an enjoyable peer-to-peer gaming which reducing and managing network latency. It covers the fundamentals of game networking by developing a real-time multiplayer game, using a more scalable game design for online gaming.

### VDD422 Graduation Project I

4 Cr. Hrs. = (1 LCT + 4 TUT + 2 LAB + 2 OTH) – SWL = 255 – ECTS = 8

Prerequisite

Student should present a professional dissertation and thesis about his own graduation project. He needs to create an entirely unique,

interesting game and provide background information. It might consist of planning and executing a complete game prototype to achieve a specific goal. The dissertation based on mixed research methodology; A primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of users and how interesting and innovative the game is. After the research, he has to conclude the game concept and present a game creative and programming strategy that includes levels plan, character design, storytelling and a complete digital prototype.

### VDD423 Simulation Games Design

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course provides the student with the skills to apply game design; gameplay, user interfaces, core mechanics, character design, and storytelling to construction and simulation game genre to use the right techniques to create challenging experiences for your players. The course also will enable student to critically thinking, analyses and evaluate strategy for better decision making.

### VDD424 Game Marketing and Production

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course aims to give students a better understanding of how to market their game as a product to be able to become industry professionals. The course provides the students with the knowledge and skills to be able to set a successful strategic plan for games marketing and production to create industry professionals. The course also covers



the role of customers in the marketing strategy.

### VDD425 3D Modelling

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basic. D rendering tools and techniques including: surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including ray-tracing. Students will also learn the importance of file backup and management.

### VDD426 Social Gaming

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

Social gaming course is practical approach explaining the available platforms especially Facebook and the different types of gaming options they offer. This course provides the students with the basic and required knowledge about design features, users experience and technological opportunities to develop games that are specifically using social media platforms. It allows the student to be able to design a complete social media game project including measurement and management.

### VDD427 Graduation Project II

4 Cr. Hrs. = (1 LCT + 4 TUT + 2 LAB + 2 OTH) – SWL = 255 – ECTS = 8

Prerequisite VDD422

For graduation requirements, students will have to develop their problem-solving skills and communication skills. The process from concept to final implementation and testing, through problem identification and the selection of appropriate solutions will be practiced by the students. Students have present a complete 3d or multiplayers game project including, idea, concept, levels, 3D character design storytelling, design, implement and evaluate a playable game to demonstrate their understanding in the entire game production process.

### VDD428 Future Studies

2 Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 135 – ECTS = 4

Prerequisite

This course provides the student with the knowledge and skills to be able to analyses and evaluate the circumstances, changes and events that could affect gaming industry. The course aims to improve students' critical thinking skills to develop a future plans for gaming according to culture research and the cutting edge technology. This course allows students to be professional leaders in game development, creative problem solvers and decision makers.

### VDD428 Future Studies

2 Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 135 – ECTS = 4

Prerequisite - - -

.....





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

## Department of Fashion Design

### **FSH111 History of Art**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 3 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course is a comprehensive introduction to the History of Art, Architecture, Painting, Sculpture and Graphic art in the European Renaissance. - It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture during this period. - It introduces the students to the relation and reflection of this period on our modern era. - It introduces the students to the most important artists of this period. - It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and its presentation.

### **FSH112 Museums Study**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 4 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

The origins of museums and the leaders who helped shape the field. History and memory. Surviving controversy. The changing role of museums. Museum learning, creating exhibitions. The future of museums. Museums and innovation are among the issues which will be covered. Understanding of the numerous challenges facing museums as well as the process of proposing, researching, and executing an exhibition.

### **FSH211 Design Theories**

**3** Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

- Effective management of digital technologies in contemporary business and their role in creating products and services of value. - Explore and interrelate a range of strategic, tactical and operational issues associated digital technologies. – E-business in a contemporary setting. - Inter alia innovative applications in service and product design. Strategic impact of digital technologies and how effective management can secure competitive advantage.

### **FSH212 Textile Materials**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 1 LAB + 0 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Introduction to textile fibre. Production of cotton. Protein fibres. Brief idea about cultivation. Sources and applications. Introduction to manmade fibres. Synthetic fibers. Brief idea about high performance.

### **FSH213 History of Costumes I**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite ---

Intro Early History of Costume, Ancient Middle East. A. Etruscan/ Egyptian period. B. Greek period. C. Roman period. Medieval Europe. The Renaissance in France, Italy and England. 17th Century France, Italy, England. The 18th Century in France, Italy, England, America.





Characteristic 19th Century styles--Europe and America. Twentieth Century Characteristics--Europe and America. Important economic, sociological and psychological factors relation to dress in each period.

### **FSH214 Design Studio I**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **2** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

This course provides Fashion and Textile Design freshman with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of fashion and textile design disciplines. The coursework encourages entering freshmen to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the design and making of textile products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.

### **FSH215 Fashion Illustration I**

**2** Cr. Hrs. = ( **1** LCT + **1** TUT + **0** LAB + **3** OTH) – SWL = **135** – ECTS = **4**

Prerequisite **MAD215**

Concepts and practices for the fashion figure and fashion illustration, including the analysis of fashion figure structure details, proportion, and fashion figures clothed with different apparel and materials. The training of effective drawing of different fashion styles, wearing status and occasions, and the study of applying multiple illustration approaches to enhance fashion design and presentation.

### **FSH216 Apparel Construction I**

**3** Cr. Hrs. = ( **2** LCT + **0** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Students will learn the basic techniques of garment construction, and create samples and a simple garment. Students will develop an understanding of garment manufacturing, and learn to differentiate between good and poor quality in terms of construction - To investigate, analyses and apply appropriate garment assembly methods. - To develop the knowledge and skills of students on sewing machines, sewing techniques and garment construction. - To develop the creativity of students enhancing their knowledge about the methods of garment production. - To improve students' material knowledge and encourage them to use their knowledge properly.

### **FSH217 Apparel Draping**

**3** Cr. Hrs. = ( **1** LCT + **2** TUT + **0** LAB + **3** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Exploration of three-dimensional methods of apparel design using textile substrates. Design and execution of draped garment structures will be explored in a studio setting.

### **FSH218 Pattern Making I**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **165** – ECTS = **6**

Prerequisite - - -

PATTERN MAKING for Fashion Designers. This is a beginner course on how to draft patterns, and some draping. Students will learn the Principals of Pattern Drafting (Dart Manipulation, Added Fullness, Contour). Students will learn Techniques such as Pivoting and Slash-and-Spread. Students will learn to draft an A-Line Skirt. Students will



learn to draft a Yoke unto a skirt and Add Fullness to the skirt. Students will learn how to draft Princess Style-lines/Seams. And Darts, Pleats, Tucks. They will learn Grainlines and how to label Patterns. Including Notches and Seam Allowance.

### **FSH221 Jewellery Materials I**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 1 LAB + 0 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Students will develop the different metalwork skills required to complete basic projects in conceptual jewellery design and manufacture in a contemporary context. Students will be introduced to the metalwork processes of saw-piercing, filing, riveting, soldering and basic metal forming in conjunction with jewellery hand tools and jewellery workshop equipment to create wearable objects.

### **FSH222 Anatomy for Designers**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Draw The Human Figure. What Can We Learn from Drawing the Human Figure? Interior Makeup. Learning Human Anatomy. The Skeleton. Muscles and Internal Organs. External Makeup. Drawing Skin and Fat. Drawing Head, Hair, Hands, Face and Feet. Drawing Clothes. Pose and Movement. Building A Perfect Figure. The Way a Figure Moves or Doesn't Move. Drawing Figures of Different Sexes. Observation of Real Life. Being Independent of Outside Influences.

### **FSH222 Anatomy for Designers**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Draw The Human Figure. What Can We Learn from Drawing the Human

Figure? Interior Makeup. Learning Human Anatomy. The Skeleton. Muscles and Internal Organs. External Makeup. Drawing Skin and Fat. Drawing Head, Hair, Hands, Face and Feet. Drawing Clothes. Pose and Movement. Building A Perfect Figure. The Way a Figure Moves or Doesn't Move. Drawing Figures of Different Sexes. Observation of Real Life. Being Independent of Outside Influences.

### **FSH223 Introduction to Jewellery Fabrication**

**3** Cr. Hrs. = (1 LCT + 1 TUT + 0 LAB + 4 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Participants will commence designing and making jewellery objects utilizing introductory Gold Silversmithing techniques. Through a series of learning activities participants will develop ideas and designs through drawings and assemblages; Experience technical processes and working with metals specifically related to Gold Silversmithing practice; Use different metal fabrication techniques such as sawing, filing, cold-joining and soldering to make a jewellery piece.

### **FSH224 Design Studio I**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course provides Fashion and Textile Design freshman with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of fashion and textile design disciplines. The coursework encourages entering freshmen to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the design and making of textile products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **FSH225 Jewellery Materials II**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 1 LAB + 0 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Piercing and filing. Sawing, drilling, folding and polishing. Wirework. Soldering. Doming and forming.

### **FSH226 Enamelling Techniques**

**2** Cr. Hrs. = (1 LCT + 0 TUT + 1 LAB + 2 OTH) – SWL = **120** – ECTS = **4**

Prerequisite ---

Vitreous enameling on precious metals. Studies include an emphasis on the metallurgical properties of gold, silver, and platinum and their chemical compatibility with enamels. Surface treatments, ancient and modern, that intensify the jewel-like qualities of vitreous enamel on precious metal will be explored. along with construction techniques that help students transform glass into beautiful, functional jewelry and objects of art.

### **FSH227 History of Jewellery**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

You will be able to identify jewellery from the Belle Epoque to today by period. You will know the major fashions and jewellery houses, and understand how each influenced the other to create extraordinary jewels. You will have been introduced to fashionable royalty, celebrities, magnates and artists whose patronage inspired jewellery designers. You will have a broad understanding of the importance and mythology behind different gems, materials and motifs used in European jewellery. You will have seen prominent contemporary jewellers at work, and have gained an insight into their personal inspirations and impact on today's

collectors.

### **FSH228 Soldering Techniques I**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

The course will cover: -the different grades of solder. - when to use them and how to prepare them. - the different soldering methods. - chip / pallion, probe / pick, stick feed, sweat and paste. - how to use them and which one to use for a particular join.

### **FSH229 Metal Forming Techniques**

**2** Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **135** – ECTS = **4**

Prerequisite ---

Introduction of jewelry-forming techniques. Identify the dapping and chasing tools by means of forging, annealing, and tempering. Using these tools, objects are created by repousse and other methods.

### **FSH311 Design Studio II**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD Studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

**FSH312 Fashion Illustration II**

3 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 4 OTH) – SWL = 165 – ECTS = 6

Prerequisite **MAD215**

Concepts and practices for the fashion figure and fashion illustration, including the analysis of fashion figure structure details, proportion, and fashion figures clothed with different apparel and materials. The training of effective drawing of different fashion styles, wearing status and occasions, and the study of applying multiple illustration approaches to enhance fashion design and presentation.

**FSH313 Apparel Supplements**

4 Cr. Hrs. = (1 LCT + 1 TUT + 2 LAB + 4 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This course introduces the Apparel supplements through the basic techniques of textile dyeing and printing, apparel accessories, and jewelry to reach an integrated fashion design point of view. It will introduce the connection between the Apparel supplements that will enable you to develop the skills of applied approaches to contemporary fashion design. In this course, basic understanding comprehends and analyses the links between apparel supplements with using research in design practice. This course focuses on understanding the basic supplements of apparel production, development of the knowledge and skills of the students through applying several techniques, development of the student's creativity through offering different perspectives on the approach to integrated design and encourage the students to consider the integration between apparel supplements.

**FSH314 Design Studio Iii**

3 Cr. Hrs. = (1 LCT + 2 TUT + 4 LAB + 0 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

Mastery of a variety of fashion techniques and skills including drawing, draping, flat pattern, garment construction, and tailoring in designing ideas.

**FSH315 Pattern Making II**

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

The advanced pattern making course (Level., comprises of the following topics: Basic blocks. Theory on sizing and fit issues. Technical drawings of styles. Styles. Style variations. Use of fabric. Lay planning. Sewing and assembly instructions. Self-assessment tests.

**FSH316 Computer-Aided Apparel Design II**

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Introduction to Corel draw. Tools and Menus. Mechanical Figure. Learning how to draw garments. Learning how to draw Neckline and Sleeves. Facial features. Introduction to Photoshop. Scanning Techniques. Tools and Menus. Layers. Image Menu. Photoshop Editing. Filters.

**FSH317 History of Costumes II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

Main issues surrounding fashion in contemporary culture. Theories that provide the analytical tools for the investigation of fashion as object,





image and idea. Exploring mainly design, images and ideas from European costume history, opera / plays. Creation a contemporary visionary costume design integrating profound knowledge of European costume history, opera / plays. Influence fashion by different factors such as cultures and traditions through.

### **FSH318 Apparel Construction II**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

Elements of garment construction using intermediate clothing construction methods and techniques. Multiple finishes, hard to handle fabrics, use of overlock, complex construction sequences. Students construct three garments using techniques from class.

### **FSH319 Apparel Branding**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

The concepts and principles of branding and brand management. Application of branding and brand management to relevant industries. The process of establishing a successful brand position. Principles of modern branding.

### **FSH321 Design Studio II**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite ---

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD Studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design

process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

### **FSH322 Jewellery Materials Iii**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 1 LAB + 0 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

Texturing metal: hammering, roll printing, annealing. Acid etching. Cold Joining. Riveting. Jewellery findings. Finishing.

### **FSH323 Soldering Techniques II**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

The course will cover: - different types of joins and how to prepare a join for successful soldering. - using just the right amount of solder to minimize cleaning up afterwards. - multiple joins on the same piece including hollow shapes. - troubleshooting and solving common soldering problems.

### **FSH324 Jewellery and Accessories Fabrication**

**2** Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **135** – ECTS = **4**

Prerequisite ---

This course provides Fashion and Textile Design freshman with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of fashion and textile design disciplines. The coursework encourages entering freshmen to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the





design and making of textile products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.

### **FSH325 Wax Carving**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Designing for wax carving (Beginners and Intermediate level). Qualities and properties of different forms of wax. Using wax carving tools to achieve your designs. Making finished wax carved masters ready to cast. How to cut off sprue and clean up castings. Full information on how and where to get your wax pieces cast locally and affordably and much more.

### **FSH326 Design Studio Ii**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite - - -

- This course is a comprehensive. - The idea of working and sensitive media types used with digital cameras. - How to record and reproduce color information in sensitive media. - The concept of color management in digital image production systems. - Digital color schemes (color spaces). - Evaluation and assessment of color differences between image and origin. - Color measuring instruments (Densitometer-Coolmeter-Spectrophotometer). - Components of color management system. - How to set up the color profile for different digital devices. - Evaluate the accuracy of the color definition of digital devices. - Characteristics of lighting in photography. - How different objects and materials deal with light. - Types of inversion (direct - dispersion), family angles, inverse square law.

### **FSH327 Piercing and Sawing Techniques**

**3** Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

- Introduction: Course introduction: scope of work, methodologies, materials, processes and tools. - Fabric selection. - Upholstery mechanics. - Existing frameworks. - Furniture restoration. - Creating slipcovers. - Large furniture upholstery. Final Project.

### **FSH328 Cad for Jewellery Design**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

- Overview of computer technology for fashion and textile CAD and CAM definition Functions of Textile and Clothing CAD Introduction to information system Integration of various information systems for e-business. - Introduction of Textile CAD Overview of textile product development process Importance of computer aided design in fashion supply chain Introduction to graphic file and colour model. - Application of Textile CAD Software Yarn design and simulation Woven, Knitted, and Printed fabric design Simulation of yarn, fabric colour and structure effects. - Introduction to Clothing CAD Software and hardware of apparel CAD/CAM Process flow of fashion product development Using computer systems in fashion product design and manufacturing. Application of Apparel CAD Software Fashion Design System Pattern input, pattern drafting, pattern modification and pattern output. Pattern grading Marker planning and material utilization 3D clothing simulation on virtual try-on, fitting evaluation and pattern alteration.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **FSH329 Enamelling for Contemporary Jewellery**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

You will be set projects covering a range of enameling techniques. You will be taught through practical demonstrations, group and individual tuition and you will learn from hands on experience. You will actively take part in: • cutting, annealing and cleaning copper and silver. • sifting/dusting enamel powder. • washing and wet laying enamel powder. • firing enamels using a torch and the kiln. • practicing the enameling techniques of scraffito (scratching through a layer), using stencils (stickers or wet paper) and glass beads, sticks or chips. • Producing pendants or buttons from a copper coins.

### **FSH411 Design Studio Iv**

**3** Cr. Hrs. = (1 LCT + 2 TUT + 4 LAB + 0 OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD Studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

### **FSH412 Graduation Project I**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior Standing, BS Fashion and Textile Design, Textile Design majors ONLY.

### **FSH413 Quality Control**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

- Physiological comfort and its components. - Physical-chemical comfort and its components. - Psychological comfort and its components. - The human/clothing system. - Physical processes in clothing and surrounding environment, - Physiological process in human body. - Neurophysiological processes by which sensory signals are formulated. - Significance of the microclimate characteristics arising between skin and clothing. - Moisture and water sorption and transfer. - Water vapour and air permeability. - Thermal conductivity and dynamic heat. - Skin contact characteristics. - Static electricity. - Fibre and fabric handle. -



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

New comfortable fibres and textile structures, multifunctional materials.  
- Predictability of clothing comfort performance. Textile comfort test methods and assessing (human perception analysis, hpa).

### **FSH414 Fashion Digital Studio**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

- Coherent and systematic understanding, knowledge, and application of fashion styling and production; - A Multi-disciplinary approach to problem solving and decision making; - An Understanding Of The Creative And Commercial Contexts, Principles And Methodologies of fashion styling and production; - Critical analysis of fashion styling and production and the fashion industries within local and global contexts; - The application of knowledge and independent / collaborative skills appropriate for fashion styling production collaboration;. Evidence the development of a range of creative attributes throughout the course of study and how they apply to fashion styling and production.

### **FSH415 Printing and Dyeing**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

- Introduction to printing. - General sequence of printing; Printing ingredients: thickeners, dyes, hygroscopic agents, reducing and oxidizing agents, etc. Different styles of printing: direct, discharge, resist, brasso, raised etc. Various methods of printing: flat-bed, screen printing, rotary screen printing, roller printing, block printing, stencil printing, transfer printing, etc. - Methods for print fixation. - Steaming, curing, ageing, various steamers and agers. - Printing of cotton fabric using different dyes. - Direct, reactive, vat, azoic colours, etc. by different styles of printing. - Printing of other natural fibres except cotton. - Wool,

silk, etc. and regenerated cellulosic i.e. viscose rayon, cuprammonium rayon, etc. by different styles of printing using suitable dyes. - Printing of synthetic fibres. - Polyester, nylon, acrylic, etc. by different styles of printing using suitable dyes. - Printing of blended fabrics. Polyester/cotton, polyester/wool, cotton/viscose, polyester/viscose, etc. using suitable combination of dyes and style of printing.

### **FSH416 Graduation Project II**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior Standing, BS Fashion and Textile Design, Textile Design majors ONLY.

### **FSH417 Fashion Merchandising and Buying**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

The role of the fashion buyer. Major fashion retail brands. Roles and responsibilities of retail fashion buyers and merchandisers. Trade fairs, ready-to-wear and couture shows. Trend prediction and seasons. Fabric



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

and styling terminology. Numeracy and competitor shopping skills. Fashion supply chains.

### **FSH418 Forecasting Fashion and Apparel Trends**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

In the Trend Fashion Forecasting course, students to learn how to plan a product in relation to current trends. From the colour of the fabric to the silhouettes and the target. The student will learn how to analyze current and future trends by collecting information through the internet and specialized magazine and books, trade fairs when possible, and will realize mood boards on Photoshop and written briefs, and will be able to tell and demonstrate their own interpretations of a theme and/or trend.

### **FSH419 Apparel Business and Design Management**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

o Illustrative Methodology. . Jewelry Design Techniques. . Fundamentals of Jewelry Manufacturing & Pricing. . Introduction to CAD-Matrix Software. . Jewelry Mounting Techniques. . Rendering Software. . Communication. . Supervisory Management. . Financial Management. . Marketing Management. . Operations. Entrepreneurship.

### **FSH421 Design Studio Iv**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite - - -

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD

Studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

### **FSH422 Graduation Project I**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior Standing, BS Fashion and Textile Design, Textile Design majors ONLY.

### **FSH423 Jewellery Casting**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course also gives an introduction to stone setting where you will fabricate a setting and rub set a cabochon stone, and gypsy set a





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

faceted stone. You are encouraged to keep a visual diary which reflects your personal practice, individual interests and the work of other designers, and will be able to build on your knowledge and understanding of the design process through discussion and studio based practice, culminating in a personalized project.

### **FSH424 Wearable Art**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course will explore fashion as conceptual art on the canvas of the body. We will explore how to design and create clothing and costumes; how to adapt and design patterns; sew and construct garments and accessories; decorate with paint and dye, printed photos, appliqué, embroidery, beadwork, neon wire, quilting and stuffing; and explore experimental and soft sculpture techniques. Students may also work with props and backdrops, special effects makeup, and other elements to create a complete look. Art fashion can be exhibited as art, or used to create characters for performance, photographs and videos, or to develop your own iconic look and become a living work of art.

### **FSH425 Jewellery Costing**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite ---

This course also gives an introduction to stone setting where you will fabricate a setting and rub set a cabochon stone, and gypsy set a faceted stone. You are encouraged to keep a visual diary which reflects your personal practice, individual interests and the work of other designers, and will be able to build on your knowledge and understanding of the design process through discussion and studio based practice, culminating in a personalized project.

### **FSH426 Mechanical Drafting for Jewellers**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

knowing how to trace, sketch, produce gems in all shapes and sizes, understand and draw settings and findings as well as plan your creations considering the elements and principles of design. This course will train students to focus on accurate and detailed draughts to avoid costly mistakes and guarantee your design is produced to exact customer specifications. From efficient and effective counter sketches in front of the customer, jewellery trade practices such as requirements gathering and customer sign-off, all the way to the end communication with the jeweller and beyond with in depth jewellery costing including weight, gem and manufacturing cost estimation theories.

### **FSH427 Graduation Project II**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = **360** – ECTS = **11**

Prerequisite ---

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior Standing, BS Fashion and Textile Design, Textile Design majors ONLY.





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **FSH428 Introduction to Diamonds**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Introduction to Diamonds and their Properties. Diamond Grading Tools. Distinguishing Diamonds from Simulants and Synthetics. Grading Diamonds. Helping the Consumer Choose a Diamond. Understanding Colored Diamonds. Diamond Industry Trends.

### **FSH429 Jewellery Business and Design Management**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

Illustrative Methodology. Jewelry Design Techniques. Fundamentals of Jewelry Manufacturing & Pricing. Introduction to CAD-Matrix Software. Jewelry Mounting Techniques. Rendering Software. Communication. Supervisory Management. Financial Management. Marketing Management. Operations. Entrepreneurship.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

## Department of Cinema, Theatre & Animation Design

### **CTH211 Characters Design**

**3** Cr. Hrs. = ( **1** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **165** – ECTS = **6**

Prerequisite ---

This course provides essential Knowledge, skills and practice needed to understand, apply and create functional, workable and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combining letterforms and layout design in all forms of information design in digital or/and printed materials, such as; posters, magazines, books and websites.

### **CTH212 Materials Technology**

**3** Cr. Hrs. = ( **1** LCT + **1** TUT + **0** LAB + **4** OTH) – SWL = **180** – ECTS = **6**

Prerequisite -----

The course provides an overview of developing a range of skills relevant to animation and video equipment and studios in response to Workshop projects. Explore the potential of animation and video technologies and processes used in set projects. Produce work which recognizes relationships between concept and process relevant to animation and video, and engages with historical and theoretical contexts relevant to Workshop projects.

### **CTH213 Visual Communication I**

**2** Cr. Hrs. = ( **2** LCT + **1** TUT + **0** LAB + **2** OTH) – SWL = **165** – ECTS = **6**

Prerequisite

This course concerns mainly about building brand identity and design assets as tangible elements that will determine how brand is perceived. These elements such as logo, Slogan, patterns, colour schemes and Typography. In addition to communicative tools that convey values, meanings and messages like; Visuals, packaging, design, business cards and paper systems.

### **CTH213 Visual Communication**

**2** Cr. Hrs. = ( **2** LCT + **1** TUT + **0** LAB + **2** OTH) – SWL = **120** – ECTS = **6**

Prerequisite

This course concerns mainly about building brand identity and design assets as tangible elements that will determine how brand is perceived. These elements such as logo, Slogan, patterns, colour schemes and Typography. In addition to communicative tools that convey values, meanings and messages like; Visuals, packaging, design, business cards and paper systems.

**CTH213 Visual Communication**

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite

This course concerns mainly about building brand identity and design assets as tangible elements that will determine how brand is perceived. These elements such as logo, Slogan, patterns, colour schemes and Typography. In addition to communicative tools that convey values, meanings and messages like; Visuals, packaging, design, business cards and paper systems.

**CTH214 Manual Colouring and Rendering**

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

The course provides an overview of the design of urban areas. Students learn theories and principles of urban design and issues concerning process and practices. the physical and social structure of cities, models of urban form analysis, city and urban design, contemporary theories of urban design, suburbs, and metropolitan areas, implementation strategies, urban problems, projects analyzing the evolution of urban place, factors of high-quality urban design and development.

**CTH215 2D Modelling**

3 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 165 – ECTS = 6

Prerequisite

Visual storytelling course Focuses on the new media and the cultural narratives that shape it, stories appropriate for modern society and how people communicate their story using visuals and digital media such as video, graphics, and photography. It also the art of telling your brand's story using visual media as it can humanize the business, giving the target market a way to relate to the business and their story.

**CTH216 Writing Studio: Intensive**

3 Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 180 – ECTS = 4

Prerequisite **VDD221**

Students will implement techniques of information design to interactive media projects, with consideration of a particular purpose and audience. In this Web Design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images. This course will provide in-depth insights in the world of web design and covers from how HTML works to more advanced structures and concepts of web design before finally creating quality layout.

**CTH217 3D Design Visualization Studio**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation and concept development. Production techniques and materials. Inspiration, Ideation and concept development. Sketch modelling and presentation models. Working with human measurements, scale and ergonomics. Production drawing. Final Project.

**CTH218 Visual Communication II**

3 Cr. Hrs. = (2 LCT + 1 TUT + 0 LAB + 2 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

This course introduces students to communicate in a creative and innovative perspective through visual imagery. It also provides the



students with the concepts, theories, aesthetics and skills of visual communication design. Visual Communication course depends basically on the ability to ideas visualization and visual persuasion.

### **CTH221 Image Editing and Manipulation**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

In this course students will be introduced to Digital Photography and Image editing skills using Adobe tools. Each activity contains a small task within so students are learning and refining their skills as they complete each task. Each activity also contains student guides to use in order to learn the technical skills required to complete each task.

### **CTH223 Film Crafting Introduction**

**2** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - - - -

In this course students will be encouraged to explore the mechanics of classical narrative cinema. By examining the myriad of aesthetic, critical, theoretical, and practical components of the form, students will investigate the systems that film uses to communicate ideas, acts as a vehicle for personal expression, and reflects societal indices. By participating in lectures, screenings, discussions, and practical exercises, students can expect to further their procedural and theoretical understanding of the filmmaking process.

### **CTH224 Camera Aesthetics**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 2 OTH) – SWL = **150** – ECTS = **6**

Prerequisite - - - - -

Students are taught to improve the camera skills, understanding of composition, lighting and design, shooting techniques, decision-making

and post production (using Adobe Light-room) with the first level of Introduction to Photography. This course will motivate the students to push their skills and understanding further, giving them the confidence to produce even better images in a fun, relaxed environment.

### **CTH225 Sound Design**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - - - -

In this course Sound design for film students will be involved more than just the creation of effects, encompassing a stratum of sound possibilities ranging from music to general ambience. In this course students will develop a theoretical and practical understanding of film sound and its use in underpinning the dramatic impact of cinema. This will be achieved by exploring the concept of film sound through lectures, tutorials and workshops. In particular students will examine a range of practical techniques such as: ADR, Foley, effects creation and film music composition, through producing all aspects their own short film soundtrack. Skills in production will also be developed, including sourcing and clearance of sound materials, mixing, delivery, management and quality assurance. In order to promote investigative learning and research, students will complete readings and listening and perform practical exercises.

### **CTH226 Video Production**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - -

This course will focus on the advanced and contemporary techniques of video production. It allows students to develop more sophisticated and complex productions, using special effects and inserting computer graphics include work with longer format video projects. Students will



explore the use of advanced software including Adobe After Effects, final cut and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

### **CTH227 Visual Storytelling**

**3** Cr. Hrs. = ( **1** LCT + **2** TUT + **0** LAB + **4** OTH) – SWL = **195** – ECTS = **6**

Prerequisite - - -

Learn the basic elements of screenwriting for movies or TV, via lectures, script readings, discussions, and in-class writing exercises. All the fundamentals of visual storytelling are covered in depth, including techniques for generating ideas, the drafting process, classical screenplay structure, conflict, characterization, dialogue, how to write visually, how to analyze your own work as a screenwriter, dealing with notes/feedback, scene structure, rewriting and other tools of the trade.

### **CTH228 Writing Studio: Intensive**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **1** OTH) – SWL = **165** – ECTS = **6**

Prerequisite - - -

This course provides essential Knowledge, skills and practice needed to understand, apply and create functional, workable and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combing letterforms and layout design in all forms of information design in digital or/and printed materials, such as; posters, magazines, books and websites.

### **CTH229 Basics: Studio Production**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **CTH223**

Teaching and Learning Methods.

### **CTH232 Introduction to Interactivity Media Art**

**2** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **0** OTH) – SWL = **120** – ECTS = **4**

Prerequisite - - - - -

This course is changing the way we associate our response by changing the kind of the media that are familiar with, then lay the foundation of this changes. The course questioning the characteristics of the outcomes and reflect the principles of exploring the meaning of the term medium and how that meaning has developed.

### **CTH234 Acting Introduction**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

This course starts from the style of the Shakespearean period to most educational tradition of acting, learning and analyzing the art of the acting in the old professional theatre. The course offers an introduction to the cultural context of stage playing and acting, the critical language and the different kinds of training and professional practice also included in this course. The course reflects the different theatres over times while taking in consideration the recent and modern schools in acting.

### **CTH235 Audition Theatre**

**3** Cr. Hrs. = ( **2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

. The course teaches students about what comprises a good audition. Through examining the various skills sought for, as well as audition etiquette the course provides aspiring actors with the confidence to master their audition endeavours. The course also allows directors to examine and capture key characteristics of the actors during the audition and analyses the effectiveness and need for the tools that the





actors display.

### **CTH236 Principals of Playwriting**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

. This course offers a solid supplement for developing the students writing skills tailored to playwriting and script interpretation. Students develop their writing skills through not only a variety of writing tasks but also through critically analyzing scripts and effectively deconstructing the embedded theoretical elements. Students will also learn to build scripts that show cohesion and that have well-developed characters. Most importantly, the students will learn to build plays with meaning and that elicit a response and allow the audience to empathize with the characters as they witness the performance.

### **CTH237 Theatre Lighting Design I**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

The objective of the course is to give you the basic knowledge and the practice on how a photography studio works. This course aims to teach students how to set up a professional studio with limited space, equipment and budget. And Learn various lighting set-ups with a variety of equipment to create meaningful images. The course also provides the student with the basic principles of lighting through understanding the physical, technical and symbolic features of light. Focuses on the planning and preparation that lead to the successful execution of a photo shoot.

### **CTH238 Visual Storytelling**

**3** Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Learn the basic elements of screenwriting for movies or TV, via lectures, script readings, discussions, and in-class writing exercises. All the fundamentals of visual storytelling are covered in depth, including techniques for generating ideas, the drafting process, classical screenplay structure, conflict, characterization, dialogue, how to write visually, how to analyze your own work as a screenwriter, dealing with notes/feedback, scene structure, rewriting and other tools of the trade.

### **CTH239 Media Literacy**

**3** Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH235**

. The course offers students the opportunity to expand their critical understanding of contemporary mass media with its fast-paced developments. Students learn how to utilize the media resource to deliver information and for entertainment. Students will also apprehend the commercial nature of the industry. Students also learn to evaluate the messages delivered by the media and their social, cultural and political implications. The course will ultimately provide students with the methods of analysis necessary to interpret media content in order to have control over the messages delivered in media.



### CTH310 Texture and Lighting

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

The course special effect is a tech-centric discipline that covers the most common special effects used in digital communication projects and filming from texture to behavior and integration. It also includes how to use Adobe Photoshop®, AfterEffects®, FumeFX and 3ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in a digital communication and film making.

### CTH311 Animation Studio 1

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite

Digital media literacy course provides students with the knowledge, skills and practice to become professional communicators in the creative industries. This course focuses in the powerful combination of words, images, and sounds to develop student's ability to analyses, evaluate and create different forms of communicative contents in a digital environment.

### CTH312 Storyboarding for Animation 1

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD213**

Although some of advertising media can be placed today but, the main concept of advertising communications still the same. It is the way of conveying message that is comprehensive, effective and persuasive targeting specific audiences to achieve brand's marketing objectives. This course provides the student with the basics and principles that

enables him to translate the abstract brand values, promises and messages in a visual form. Through digital or/and printed media; posters, billboards, brochures, banners, catalogues, leaflets, Magazine and newspaper ads, the student will learn how to visualize ideas using graphic elements, art directing and execution.

### CTH313 Animation for the Web

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course provides the student with the key lines in the History of advertising and the main factors that affected it since the Industrial Revolution. It also relates the advertising with the cultural, social and technological changes in the recent past and nowadays. The course covers theoretical frameworks and apply them to specific advertisements.

### CTH314 3D Modelling

2 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 120 – ECTS = 4

Prerequisite

This course covers the design of all forms of visualizing data and designing information. It provides the students with the theories and principle needed to communicate complex information to a wide range of people with different cultural backgrounds. The course aims to provide students also with basic skills to use simplify, organize and visualize information to be presented through graphic elements, sound and motion in media.



### CTH315 History of Animation

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - - - -

This course demonstrates the magic of early cinema, the students got to know the foundations of the animation industry. Students start from the early silent era and going through the coming of the sound. This course explores many aspects and topic like the animation as a modern art, Disney's new aesthetic, style and Fleischer Studio, the animation in world war II, international developments in post war animation, post-war experimentation, stop motion approaches and going through the Disney renaissance, computer-generated animation in features and wrapping all by animation in the art world.

### CTH316 Animation Studio 2

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite

This course covers the main concepts of brand building, brand strategy and brand identity. It provides the students with the knowledge needed to understand brand management process and the creative skills required to design corporate identity, marketing materials, and advertising programs. In addition to the importance of digital branding in nowadays marketing concept. It combines design and marketing principles to provide students with insights and practical experience in branding process.

### CTH317 Storyboarding for Animation 2

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite CTH231

This course introduces the psychological process behind the human

decisions and the influence of thoughts, beliefs, feelings and perceptions on consumer behavior and the effect of cultural changes on shaping consumer psychology. This course also concerns with the processes of selecting, purchasing, using or engaging of products, services, ideas or brands and the methods to satisfy consumer's needs.

### CTH318 Animation Scripting

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite VDD312

Interactive advertising course refers to online advertising that includes an element of consumer feedback. It goes beyond simple banners using social media, but includes any other approaches to engage the target audience. The course provides students with the skills required to develop two-way communication between brand and customer. The course includes different forms of interactive advertising (augmented reality, mobile applications and interactive videos) that can build relationship between business and its audience.

### CTH319 Voicing and Special Effects

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

The course special effect is a tech-centric discipline that covers the most common special effects used in digital communication projects and filming from texture to behavior and integration. It also includes how to use Adobe Photoshop®, AfterEffects®, FumeFX and 3ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in a digital communication and film making.

**CTH321 Cinematography**

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD214**

This course covers the important early stages of digital game development process from sketch to a fully coded demo. focusing primarily on prototyping to allow student to realize the vision and create a physical way to text out the idea. It includes playable 'sketches' and rapid prototyping; concept refinement, creative direction and concept communication. This course aims to provide the student as a game designer to check how emergent gameplay and artistic design choices affect the design.

**CTH322 Film Writing**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH228**

This course offers students a detailed introduction into the art of writing for film as well as interpreting cinematic and drama texts for their adaptation into the audio-visual forms.

**CTH323 Musical Appreciation**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

Music is an extensive and all - inclusive subjects, participation are mandatory and vital to the learning experience and momentous to the development of awareness throughout this course. In this course, students gain an understanding into musical composition and acquire a convenient appreciation of the role composers provide to propagating the film's content as and as elaborate tools for meaning delivery.

**CTH324 Film History**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

. Music appreciation engages students to the discipline of music through listening, discussion, lectures, and analysis. The course highlights the historical development of music with an emphasis on Western art music. This course help students developing a working vocabulary of musical terms and concepts and link it to a visual concept accordingly. The course will recognize the aesthetic and stylistic characteristics of various music from diverse historical eras and identifying the social, cultural, and historical contexts of individual works from different historical eras. The course will focus and highlight the various approaches to the composition and performance of musical works throughout history.

**CTH325 Theories of Directing**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

The course special effects are a tech-centric discipline that covers the most common special effects used in gaming from texture to behavior and integration into an alpha stage game level. It also includes how to use Adobe Photoshop®, AfterEffects®, FumeFX and 3ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in a video game. In this course Students gain an advanced appreciation of the spatial factors within the studio settings and their employment in order to achieve intended moods, atmospheres and meanings. Students also gain closer insights into set designs and layouts.





EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **CTH326 Intermediate: Studio Production**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

In this course Students gain an advanced appreciation of the spatial factors within the studio settings and their employment in order to achieve intended moods, atmospheres and meanings. Students also gain closer insights into set designs and layouts.

### **CTH327 Script Interpretation**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH322**

This course is a study of different dramatic structure and methods of script analysis as a preparation for writing, directing, designing, performing through criticizing and analyzing scripts for plays and films. The course offers students with a solid foundation on script elements, character building, and interpretation approaches. It also probes the effective replication of written meanings and notions to vivid images and audio-visual contexts on the screen. The course focuses on reading a script theatrically with a view to mounting a coherent production. Through careful, intensive reading of a variety of platforms and scripts. While, providing the students with analytical tools for understanding scripts, and pass a skilful experience to those tools and elements.

### **CTH328 Digital Sound Design**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH225**

This course offers students a survey of the technologies and techniques used in sound production in film and drama. Students are taught about the mixing and editing stages as well as the post production stage with

a close examination of Foley and ADR. Students are also introduced into the various software used in the industry as well as the various instruments used in the recording stage. Students are also taught to collaborate and create meaningful dialogues with sound editors in order to ensure efficient utilization of music in their films.

### **CTH329 Digital Editing and Applications**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

. Students are familiarized with the latest technologies used for editing video and to the visual and digital effects by which the director's vision may be elaborately and effectively delivered.

### **CTH330 Dramaturgy I**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

This course teaches the role of the dramaturg through the study of a different classic text, an adaptation, a modern text, a musical and a contemporary text. This course engages students in production dramaturgy, prepare protocols, research presentation and in discussion in class with other peers. The course critically propagates an understanding of the relationship between the dramaturg and the text and delivers an understanding of how a dramaturg balances research with the practical demands of performance.

### **CTH331 History of the Play I**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

. The course offers a chronological survey of the history of plays and theatre. The course takes students through history of the play from the





Ancient Greek and Roman theatre and up to the Elizabethan era examining the nature of the play texts and performance styles. Students also examine ancient Asian and European theatre styles. The course allows students to gain an insight on analyzing a variety of texts from diverse time and geographical origins and identify the key theatrical elements relevant to the directing and the acting of the play.

### **CTH332 World Theatre**

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite ---

This course is a comprehensive introduction to the history of theatre throughout the Ages, with an emphasis on European, Western theatre and its forms, development and functions. It also sheds light on a selection of different historical and current theatre traditions from Africa and Asia; thus, using academic terminology to describe and analyses phenomena in the field of theatre.

### **CTH333 Theatre Lighting Design II**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite ---

This course familiarizes students to the world of scenography and introduces them to theory and application of set design techniques. Scenography philosophies and ideologies are clearly explained through practical examples and their theoretical context. It develops the students' creativity and originality in designing theatre settings related to a text and concept and to lighting and technical processes.

### **CTH334 Stage Directing and Acting Theories I**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH238**

. This course guides students to gain an understanding of the role of the director in theatre and the collaborative nature between actors and backstage crew. The course introduces the various theories of acting and directing and their utilization within performance training. Students will examine and analyses written materials and apply directing theories to achieve certain effects on stage. Students will also practice acting skills and master the roles of theatre artists through a variety of performance trainings.

### **CTH335 Playwriting I**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH236**

. The course introduces the right vocabulary that students will need to build their own play as a way of stories telling, and create through character, intention, action, conflict and image. The course also includes the research and development of a completed dramatic work. The course will guide the student to understand the basic and the more advanced percept of playwriting within the parameters of the dramatic work. This course identifies the various styles of the playwriting.

### **CTH336 Advanced: Theatre Lighting Design III**

4 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = 240 – ECTS = 8

Prerequisite -----

The course provides an overview of advanced design and theoretical design techniques including programming, colour application, texture, and intelligent lighting. This course will prepare the students to



successfully program conventional and intelligent lighting systems in coordination with each other. The student will be able to practically apply the skills learned in a completed lighting design scene. The course will enable students to explore more about the automated lighting in the third millennium.

### **CTH337 Instrumental and Vocal Performance I**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

. This course offers a brief introduction to musical education and musical performance. Students advance their music composition skills with practical experience and a rigorous training component. Students will not only learn theory and practice, but they will also learn pitch, tone, expression, improvisation and performance.

### **CTH338 Drama, Theatre and Performance Introduction**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

This course is an introduction designed for students who are seeking a major in theatre and performance, with no experience yet with the art form. The course develops the student's skills in reading and analyzing plays and productions by understanding a number of key artistic movements in the theatre. The course explores how the theatre has come to both shape and reflect samples in the history of Western and Arabic world through Egyptian performances. In this course you will also learn through how theatre and drama rely on the commitment of people from a variety of backgrounds. The student's will carry on exploring the whole concept by doing, integrating concepts and practices from the theatre into their own work. Therefore, students will read plays, attend plays, write about plays, perform an acting scene, and collaborate on a

final project that integrates the key concepts from the course.

### **CTH339 Contemporary Theatre Production Technology**

**3** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = **180** – ECTS = **6**

Prerequisite - - - - -

This course draws upon faculty and guest artists of the department of Theatre to explore what it means to be a theatre artist of the new millennium. What are the plays, theatre artists, and practices that describe our era? What are the relationships among and between designer, actor, playwright, and scholar? What is the nature of interdisciplinary work? How do you see yourself participating? Course materials include contemporary plays, techniques, readings on current practices, and research about contemporary latest technology in the field.

### **CTH411 Graduation Project 1**

**4** Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 4 OTH) – SWL = **255** – ECTS = **8**

Prerequisite **SENIOR LEVEL**

Students plan out their ideas and present their dissertation. The aim of this animation project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in Animation. Therefore, students will focus on the creative aspect of production, creating a short animation reel.

### **CTH412 Advanced 3D Modelling**

**4** Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 4 OTH) – SWL = **240** – ECTS = **8**

Prerequisite

Student should present a professional dissertation and thesis about his own graduation project topic. he needs to create an entirely unique, interesting topic and provide background information. It might consist of



planning and executing an ad campaign for a brand to achieve a specific goal. The dissertation based on mixed research methodology; A primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyse the satisfaction level of customers and how effective messages delivered in the advertisement. After the research, he has to conclude the advertising messages and present a brand creative strategy that includes rebranding plan, redesigning identity and a complete digital advertising campaign.

### **CTH413 Drama Criticism**

**3** Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH318**

This course will run investigation about the theoretical developments in Drama and will highlight the historical connections. The course will cross road over the influences of the theory on different drama practices and dramatic literature. This course will help you to elevate your critical thinking skills and deepen your understanding of the dramatic works. the course will explain the dramatic theory in the context of the worlds cultural and intellectual studies in history.

### **CTH414 Rendering, Editing and Sound**

**3** Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 2 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - - - -

This is the course where the animators are expected to plan their final look carefully, students will gather all the previous produced scenes and shot and start working on it to create the final product. This course will give the students the chance to test their knowledge and start collecting feedback and then self- directing. The course is very beneficial to the

students to finalize their short film stories and create an addition in their demo reels.

### **CTH415 Animation Studio 3**

**4** Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 4 OTH) – SWL = 255 – ECTS = 8

Prerequisite

This course allows students to develop professional skills in video, animation, film, and television pre-production, production, and post-production. Audio video course introduces students to video camera operation, camera stabilization techniques, lighting, scripts and storyboarding, digital imaging, motion graphics software, and, importing/exporting graphics, movies, animations and sound effects into, or out of video editing software. It allows students to use special effects and inserting computer graphics and explore the use of advanced software including Adobe After Effects, final cut and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

### **CTH416 Graduation Project 2**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite **GRADUATION PROJECTS 1**

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in animation. Students will focus on the creative aspect of production, creating a short animation film, or reel.



### CTH417 The Business of Animation

3 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD412**

For graduation requirements, students will have to develop an integrated digital advertising campaign; including designing brand identity (logo, color schemes, typography and creative communication materials), 2d advertising design (posters, magazine ads, brochure, web design and internet banners), 3D advertising (packaging, displays, ambient and interactive ads) in addition to radio and audio video advertising. Student should also design a complete presentation to explain his project and justify his point of view.

### CTH418 Professional Future Studies

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite ---

Students will learn how the contemporary changes in cultural and global developments will shift and create new trends in animation. This is done through exploring how animation has developed over the past and how it continues to develop using external social and technological contexts. Students will also explore how the academic stream is going to develop by investigating the recent research interests and aesthetics in the field. Students will also learn how to master many of the versatile technologies and software that would allow them to produce creative novel content and animation styles.

### CTH419 Animation Studio 4

3 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 2 OTH) – SWL = 195 – ECTS = 6

Prerequisite **CTH415**

The course provides an overview to the complete vision to the animation

film with dialogue. Putting a voice to an animated character gives it a dimension and believability that can't be achieved any other way. Following an exercise in basic lip sync, students proceed with planning, thumb-nailing and animating a character to pre-recorded dialogue. Being able to make a character act appropriately to dialogue is vital to one's skill set as an animator. Students receive one-to-one feedback from instructors and their animation is graded on the strength of the posing, expressions, and timing.

### CTH421 Advanced: Studio Production

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD326**

This course provides the student with the basic knowledge and skills to create advanced digital multiplayer games. It will allow him to communicate and synchronize with a game server different players at the same time, including online communications to make an enjoyable peer-to-peer gaming which reducing and managing network latency. It covers the fundamentals of game networking by developing a real-time multiplayer game, using a more scalable game design for online gaming.

### CTH422 Graduation Project 1

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite **CTH326**

. Students plan out their ideas and present their dissertation. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in filmmaking. Students will focus on the creative aspect of production, creating a short narrative film assisted by additional crew support from filmmaking department students outside the class.



**CTH423 Intense Digital Editing and Film Montage**

3 Cr. Hrs. = (2 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH329**

In this course, students shoot and edit a short film as an individual project. The course focuses on teaching the advanced montage and graphics techniques utilized during the post production stage.

**CTH424 Film Music**

3 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH323**

Lecture, Studio-based tutorial, Field trips, Forum of Discussion, Research/Readings based reports analyses.

**CTH425 Advanced Cinematography**

3 Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 2 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basic. D rendering tools and techniques including: surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including ray-tracing. Students will also learn the importance of file backup and management.

**CTH426 Graduation Project 2**

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite **CTH422**

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in filmmaking. Students will focus on the creative aspect of production, creating a short narrative film assisted by additional crew support from filmmaking department students outside the class.

**CTH427 Business of Filmmaking**

3 Cr. Hrs. = (2 LCT + 0 TUT + 2 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **VDD422**

For graduation requirements, students will have to develop their problem- solving skills and communication skills. The process from concept to final implementation and testing, through problem identification and the selection of appropriate solutions will be practiced by the students. Students have present a complete 3d or multiplayers game project including, idea, concept, levels, 3D character design storytelling, design, implement and evaluate a playable game to demonstrate their understanding in the entire game production process.

**CTH428 Cinematic Trends**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite

This course provides the student with the knowledge and skills to be able to analyses and evaluate the circumstances, changes and events that could affect gaming industry. The course aims to improve students' critical thinking skills to develop a future plans for gaming according to





EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

culture research and the cutting edge technology. This course allows students to be professional leaders in game development, creative problem solvers and decision makers.

### **CTH429 Advanced Theories of Directing**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

In this course, students revisit some of the theories of directing they were taught in the introductory course but in a critical matter that problematizes some of the issues ingrained in each school of directing examined. Students make connections with how each school delivers meaning and creates a creative context and critically analyze its utilization of visual content and auditory stimuli.

### **CTH431 Musical Theatre**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

This course introduces breaks new ground by making music, rather than text, the driving force behind design for the performing arts. After being introduced to the music appreciation, students will create visual artworks inspired by personal responses to specific pieces of music. Students will then create designs specific to dance, concert design, musical theatre, and opera. Various forms of idea-sharing will be taught, including collage, sketching, rough modelling, and painting.

### **CTH432 Instrumental and Vocal Performance II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH377**

. In this course students will have learned the basics of music and will move on to the performance component and how to utilize their

instrument or voice on stage to fulfil the required aesthetic effects. Students will get to perform multiple times on stage and will work with directors gaining practical experience on the making and production of musicals.

### **CTH433 Stage Directing and Acting Theories II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

The course expands the students understanding on their acting and directing skills through learning about the various schools of the 20th century and the regional differences in performance theatre. The course reflects the audience engagement, so students will gain an appreciation for the effectiveness of different rehearsal and actor training techniques. The student's will also demonstrate their directing skills as they come to master the various processes and steps involved in the production of a play on stage and apprehend the exact role of the involved crew.

### **CTH433 Stage Directing and Acting Theories II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course will delve deeper into the text structures and messages relevant to performances. Students will discuss and explore the surrounding social, political, and cultural contexts of various texts and how those notions can be transferred to the stage performance. The course will also teach students to identify the major roles that a professional dramaturg may be asked to fill. Students will gain practical experience in these roles and in the cooperative nature of the relationship with the director.

**CTH434 Dramaturgy II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH392**

This course will delve deeper into the text structures and messages relevant to performances. Students will discuss and explore the surrounding social, political, and cultural contexts of various texts and how those notions can be transferred to the stage performance. The course will also teach students to identify the major roles that a professional dramaturgy may be asked to fill. Students will gain practical experience in these roles and in the cooperative nature of the relationship with the director.

**CTH435 Graduation Project I**

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite **SENIOR LEVEL**

Students select and plan out their ideas and present their dissertation. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in drama and theatre. Students will focus on the creative aspect of production, creating a short narrative theatre project assisted by additional crew support from theatre department students inside or outside the class.

**CTH436 The Business of Drama and Theatre Design**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course is a comprehensive. Concepts, Foundations and Role of Television. Lighting devices and types. Cameras and camera mounts and how they work. Build and design a television program and drama

video. Production Kit. The trade-off between television works. Work problems. Selection of the subject and the operational scenario. Project photography and montage work voice and image. Problems in the workplace, whether in lighting, photography or otherwise

**CTH437 Crafting Production for the Stage**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - - - -

The course allows students to develop the various production techniques employed throughout time and analyses each in terms of their virtue and aesthetics. Students will understand basic concepts of the creative process and its ramifications and demands on theatre technology not only engage in critical analysis of texts but also in their associated production and the effectiveness of the transition from text to stage. Students will also learn the other implications of directing and production whether socially, politically, ethically, artistically and even financially.

**CTH438 History of the Play II**

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite **CTH335**

This course examines the play trends from the Elizabethan Era and up until contemporary theatre. The course will require students to critically examine the texts in terms of their aesthetic, social and political implications and how they may transition to the stage performance. Students will also come to examine how the theatrical schools reflect the social circumstances of the time and region in which it is created. The course will also teach students about developing ancient texts and their adaptation to fit the demands of the modern audience.



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein  
International University

### **CTH439 Graduation Project II**

**6** Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite **CTH435**

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in drama and theatre. Students will focus on the creative aspect of production, creating a short theatrical project assisted by additional crew support from drama and theatre department students inside or outside the class.

### **CTH491 Professional Ethics and Regulations**

**3** Cr. Hrs. = (2 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite -----

This course will introduce students to the moral responsibility of producing theatrical performances and the obligation to portray images, ideas and messages that do not seem ethically flawed. Students will also learn about the etiquette of the work place whether in terms of interactions with the entire play crew or with audience as well.